GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2085
ANSWERED ON:01.12.2000
TELECAST OF SYDNEY OLYMPIC GAMES
DINESH CHANDRA YADAV;M. JAGANNATH;MOHAN RAWALE;RAM JEEVAN SINGH;RENUKA CHOWDHURY;SUSHIL KUMAR SAMBHAJIRAO SHINDE

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Doordarshan had made a bid for Rs. 15 crore for securing the exclusive right to telecast Sydney Olympic games;

(b) whether Doordarshan earned merely Rs. 15 crores from this deal;

(c) if so, the reasons for suffering of such a huge loss;

(d) whether any inquiry has been conducted to go into the causes of such a huge loss; and

(e) if so, the details thereof?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING

(SMT. SUSHMA SWARAJ)

(a): Yes, Sir.
(b) & (C): M/s. Pritish Nandy Communications were awarded the contract formarketing of Sydney Olympics on a Minimum Guarantee of Rs. 15.01 Crores. However, since they withdrew from their commitment, their Bank Guarantee of Rs. 7.505 Crores was encashed. Midway through the event, Prasar Bharati had to make its own efforts to market the event. Accordingly, advertisers were contacted but not many were willing to advertise on the Olympics in view of the fact that nearly one week of the event was already over. Due to these factors, Doordarshan earned revenue of only Rs. 1.08 crores. Overall, Doordarshan suffered loss of revenue.
(d): No Sir.
(e): Does not arise